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From: Ruth Freedman [ruthfreedman.harpist@gmail.com]
Sent: Wednesday, April 23, 2014 11:05 PM
To: DRJLAM@aol.com
Cc: Kobayashi, Ann
Subject: Re: bus billboards moving again

Being there was a real education, Jer.
 (My 2nd time-- the 1st, beside the ailing slack key master Ray Kane.)

Both sides spoke at great length, re. This bill. The Director had placards, facts, & was a skilled speaker, speaking at great length. (Marty also, was excellent.) I was impressed with Chair Ann Kobayashi, so in command, so polite, so brilliant in her facts.

After all had spoken, Ann asked "Any more?" I rose to say that I rode these buses for 20 years daily; and never have I seen the interior bus ads fill the bus. (In fact, one orange **triple** ad in theBus proclaims "7 million riders a month!")

So, my one question is:
 If these ads can bring in \$8,000 a month, each-- why aren't they being utilized, before going for "necessary" exterior ads?

There was applause. (The only time-- it mazed me.) But now I have a better look into this very complex problem.

Sincerely,
 Ruth Freedman

PS.

I'll correct the above-- there are really hardly any ads, above our heads-- that aren't by theBus, or about theBus, or looking like public service.

I'd like to challenge the Director, to put out a statement to City Council to show:

- 1) How much have ads collected in 2013?
- 2) Where have interior Bus ads been promoted-- in newspapers, tv, flyers, even letters, etc... And at what cost, in 2013?
- 3) 7,000,000 riders is convincing! Where else did this ad appear? (If only on theBus for us riders to see--was that a good faith effort? Like preaching to the choir.) If so, asking Civic Council approval for outside ads as an only recourse now, seems to me, possibly specious.

Thank you.

On Apr 23, 2014, at 5:35 PM, DRJLAM@aol.com wrote:

Council committee resurrects bus ad bill

By Star-Advertiser Staff

POSTED: 11:09 a.m. HST, Apr 23, 2014
 LAST UPDATED: 12:11 p.m. HST, Apr 23, 2014

A controversial bill to allow advertising on the outside of city buses was resurrected by the City

MISC. COM. 990

Received after the April 23, 2014 Committee on Budget meeting.**

4/24/2014

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PHOTO BY DENNIS ODA

This Jan. 16, 2014 photo shows Mayor Kirk Caldwell (left) and City Councilwoman Kymberly Pine (far left), Department of Transportation Services Director Mike Formby and City Councilman Stanley Chang at a news conference to show where ads on TheBus will be placed on the back of a bus if a bill allowing bus ads becomes law.

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Council's Budget Committee Wednesday.

Bill 69 advanced out of the committee at the behest of Mayor Kirk Caldwell, who projects the plan would bring in up to \$8 million annually to the cash-strapped city, and despite the strong objections of the Outdoor Circle of Hawaii.

The bill is far from final passage, however. Council Chairman Ernie Martin and Councilman Joey Manahan said they don't like the idea of creating precedent by allowing ads on the sides of buses. Two more votes of the full Council are needed before the plan can go to Caldwell's desk for his signature.

Marti Townsend, Outdoor Circle executive director, said allowing bus ads was a slippery slope, and would make it easier for other "mobile" ads to be placed on the sides of commercial vehicles.

But Council members who supported the bill said there's a need to at least consider seriously a plan to add revenues for bus service that does not require raising taxes or bus fares.